

Emerging Metrics: Citizen Engagement



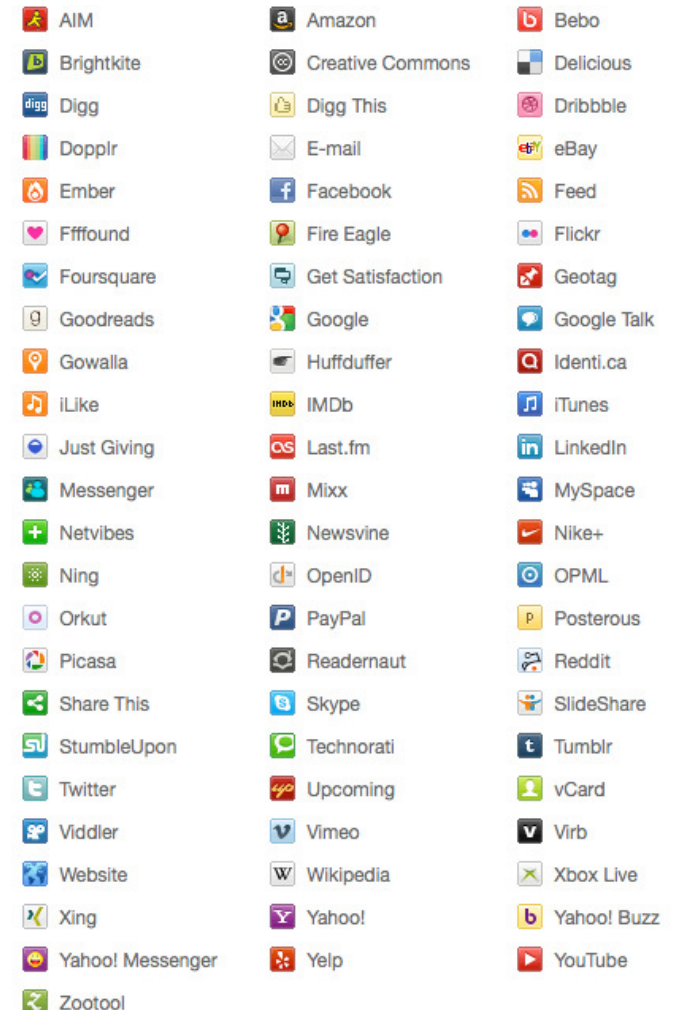
Department of State
Bureau of International Information Programs

Engaging the World

Martha Chaconas

Citizen Engagement Metrics

- How are we engaging with citizens?
 - Websites
 - Blogs
 - Content distribution/sharing
 - External social networks
 - Branded social networks
 - Wikis
 - Forums



Citizen Engagement Metrics

- Do the engagements align with your business goals?
- Do you have performance measures in place?
- Have you developed standardized measures?
- Have you aligned standardized measurement framework with your organization?
 - Internal Roles
 - Processes
 - Policies
 - Stakeholder

Citizen Engagement Metrics

- **Experience:** Revisit traditional measurements for Public Relations/Customer Relations
- **Learning:** Research social media measurement tools and vendors
- **Requirements:** Define requirements for your measurement tools and then select products
- **Commitment:** Develop your measurement program to meet your program goals
- **Action:** Put your measurement program in action and measure your efforts

America.gov

- America.gov's measurement framework is based on three key objectives:
 - Reach
 - Engagement
 - Credibility



Emerging Metrics: Citizen Engagement

Reach

- Email Updates
- RSS Feeds
- Widgets
- Social Bookmarking Tools
- Page tools
- Newsletter
- Features
- Video
- Podcasts
- Photo Gallery
- Mobile



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Emerging Metrics: Citizen Engagement

Reach: Social Networks

- Facebook
- Twitter
- YouTube
- Flickr



Emerging Metrics: Citizen Engagement

Engagement:

- Website
- Blogs
- Commenting
- Contests
- Social Networks

The collage consists of four overlapping screenshots from various digital platforms:

- Top Left:** A Twitter post from the official account of America.gov (@americagov). The tweet reads: "Cool book! Principles of #Entrepreneurship - Building & business running essentials from planning stages to marketing http://ow.ly/1BdpJ about 1 hour ago via HootSuite". Below the tweet, there are links to a Presidential Summit and a Facebook discussion.
- Top Right:** A screenshot of the "Talking Turkey, by Phone" blog post on the "BLOGS at AMERICA.GOV" section. The post is by a "Guest Author" dated 24 April 2010. It discusses entrepreneurship in Turkey and mentions the author's background as a radio broadcaster and reporter.
- Bottom Left:** A screenshot of the Facebook page for America.gov. It shows the profile picture, name, location (Washington DC), and a list of "Following" users. There are also links to a Presidential Summit and a Facebook discussion.
- Bottom Right:** A screenshot of a social media feed, likely from a platform like Facebook or MySpace, showing a profile picture and a post about entrepreneurship. The post mentions "eJournal USA" and "A New Beginning: Presidential Summit on Entrepreneurship".

Emerging Metrics: Citizen Engagement

Credibility:

- Dialogue
- Promote Advocacy
- Community
- Partners



Global Conversations: **Climate 1 Million Trees** Photo Gallery - See photos of Gashaw Tahir's tree-planting project in Ethiopia. Should reforestation be a central component of strategies to combat global warming?

Photo Gallery - America.gov
bit.ly

Gashaw Tahir, an American citizen, returned to his birth country of Ethiopia to find the green hills that surrounded his home eroded and ruined by deforestation. The changes to the local climate were affecting wildlife and human health. So Tahir rallied the community and decided to do something extra...

Fri at 1:53pm · Comment · Like

Patricia, Tere, Emma and 18 others like this.

Todd Almond CO2 is already making trees grow faster.
<http://www.canadafreepress.com/index.php/article/21839>
Fri at 2:24pm

Hania Touseef P
Yesterday at 4:19a

Juraid Sadiq yep
Yesterday at 10:32

Gaurav Singh pla
Yesterday at 10:53

Abd Elad
Yesterday at 10:59

Ali hi, h
Yesterday at 3:44p

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ENERGY & ENVIRONMENT | Protecting our natural resources

ONE MILLION TREES

...country to stop deforestation and made a difference!

EARTH DAY 2010

President Obama is challenging people to [make small changes in their daily lives](#) to protect

Articles

- Scientists Say Global Warming Affects Marine Life
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- The Americas Move Forward on Clean Energy
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The Prize

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from government, media and civil society.

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Emerging Metrics: Citizen Engagement

America.gov Web Report

Campaign	America.gov: All
Dates	March 2010
Theme(s)	
Campaign Duration	
Campaign Periods by	
Key Phrases	Aggregate Report
Primary Audience	
Secondary Audience	

Reach	Measure	Actual	Score
Total Visits	Visit	1,634,745	1.43

Engagement	Measure	Actual	Score
Visit Depth (Page Views + Events + Downloads) / Visits	Calculated	2.0	-1.56
Average Visit Duration	Minutes	4:50	-0.65

Credibility/Legitimacy	Measure	Actual	Score
International Visits (%)	Visit	68%	-0.71

Reach (Potential)	Measure	Actual
Media Placement	When Applicable	
Google Ad Impressions	Impressions	597,508,823

Quantitative Feedback	Measure	Actual
Views	Views	3,260,857
Page Views	Views	2,397,178
Events (ie: Video, Polls, Calendars)	Events	863,679
Video Views	Events	226,325
Downloads (PDFs, MP3s)	Downloads	23,058
Events per Page View (Events / Page Views)	Events	0.4
Google Ads Click Rate (Clicks / Impressions)	%	0.11%
Search Engine Rankings	See languages/packages	

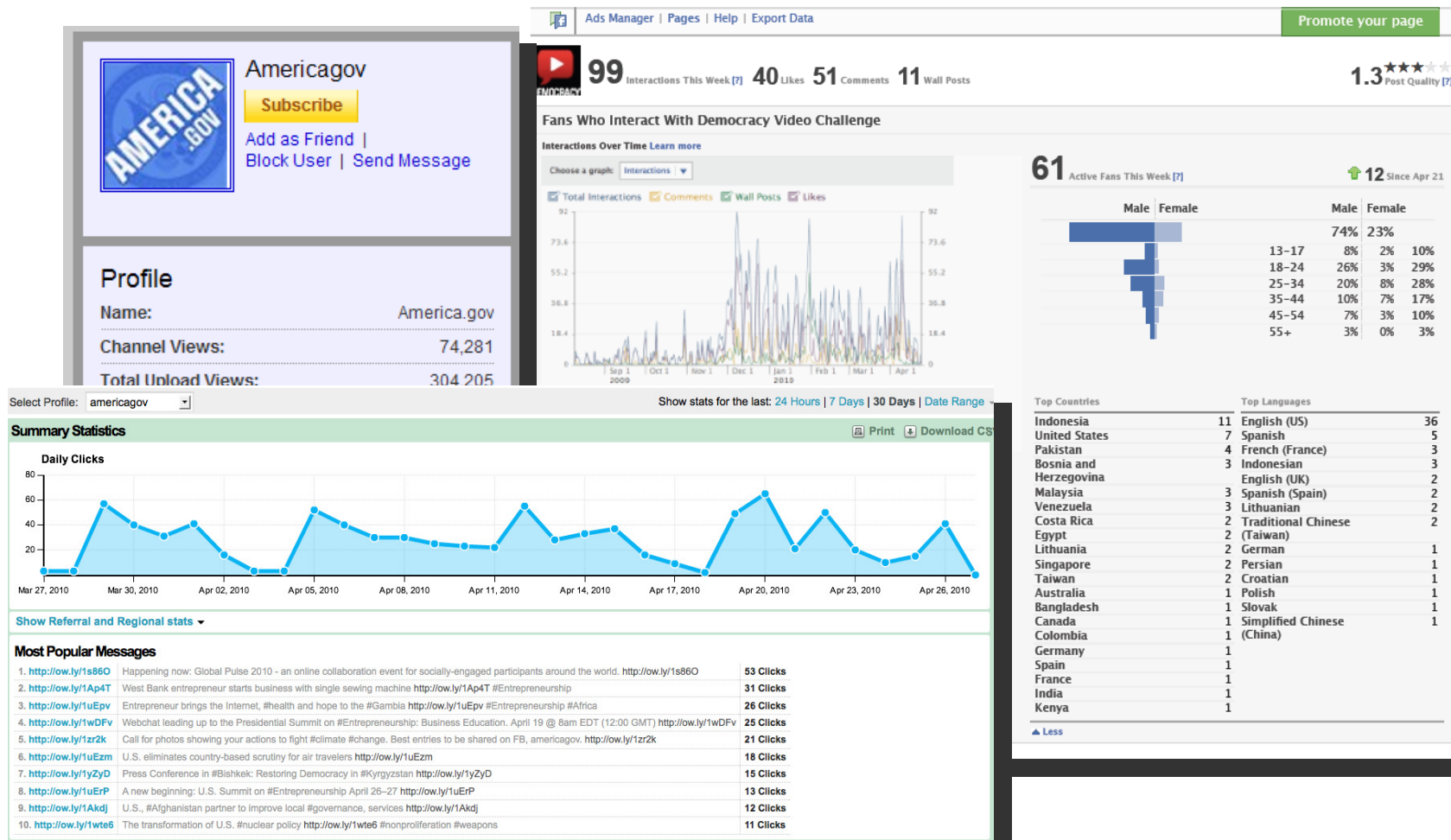
Reach		Engagement	Credibility
Views	Visits	Avg. Visit Duration	International Visits
39,546,723	8,893,430	6:41	76%
3,260,857	1,634,745	4:50	68%
2,071,938	1,120,710	4:31	65%
279,539	114,353	5:19	79%
164,140	62,579	5:14	75%
127,706	58,796	6:33	83%
110,481	41,883	6:32	84%
170,346	48,270	3:32	92%
249,784	124,057	5:43	85%
36,285,866	7,258,685	8:18	68%
2,147,316	582,836	8:58	61%
9,002,628	1,708,210	9:39	71%
9,349,365	1,906,317	7:30	79%
3,074,866	798,233	8:02	72%
2,591,053	653,650	7:08	61%
10,120,638	1,609,439	8:34	63%

America.gov Channel Report

- eJournal USA Facebook: 114,891 fans
- Democracy Video Challenge Facebook: 35,325 fans
- Global Conversations: Climate Facebook: 24,876 fans
- America.gov Twitter: 5,102 followers
- America.gov Flickr: 197,264 total photo views
- America.gov YouTube: 307,703 total video views

Emerging Metrics: Citizen Engagement

America.gov Channel Report



Next Steps

- Develop a measurement framework
- Be pragmatic in your approach to develop metrics program – must be tied to goals
- Current social media measures and metrics fail to deliver actionable insights
- Technologies exist for data collections, but there is no single tool to adequately measure and provide insight to citizen engagement